BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 International Extended Diploma in Enterprise and Entrepreneurship
Unit number and title	**Unit 35 : Survival and Growth of Enterprises**
Learning aim(s) (For NQF only)	**A:** Explore the factors which influence the survival of an enterprise **B:** Examine the ways in which business growth can be measured
Assignment title	How Enterprises survive and grow
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Last year, EasyJet announced record profits for a fourth successive year as the company continued to bolster its position as Europe's second-largest budget airline. It reported a rise in profits of 22% to £581m for the year ending 30 September, as revenues climbed by 6% to £4.5bn. Passenger numbers were up 6% to 64.8 million, with planes flying more than 90% full. Shareholders, including its founder, Sir Stelios Haji-Ioannou, shared a £180m windfall, after the airline raised its ordinary dividend by more than a third to 45.4p per share. Despite the record profits, growth has slowed since last year and the airline's share price dropped 1% to £15.30 in early trading. The airline faces more competition from a rejuvenated Ryanair, Europe's biggest no-frills carrier, which has benefited from a policy of better customer service and imitating EasyJet with allocated seating and a push to attract business customers. Carolyn McCall, EasyJet's Chief Executive, said the airline would be rolling out further incentives for the most frequent flyers after the successful trial of a loyalty scheme with 15,000 passengers in France, the UK and Switzerland. The free, invitation-only reward scheme for passengers flying several times a month includes greater flexibility on bookings, price guarantees if a competitor should undercut EasyJet's fare and a dedicated phone number. McCall has been in charge for five years and dismissed rumours that she was planning to leave. "I love working

	here. We have a really fantastic team and there is lots more we can do," she said. The airline expects customer numbers to continue to grow and reported that advance bookings for the first half of next year were already slightly ahead of the same period in the previous year. It also said it faced increasing costs per seat, reflecting higher staff costs from opening new airport bases and maintaining its ageing fleet, although it will gain from its continuing use of bookings technology and from falling oil prices. It expects its fuel bill for the first half of the financial year to be between £12 and £22m less than last year.

Task 1	EasyJet is one example of an enterprise that has grown and continues to survive and thrive in the competitive budget airline market. It has clearly managed its resources well, makes use of IT in its marketing and bookings processes, complies with employment regulations and has awareness of its operations in relation to the product life cycle model. Take the example of EasyJet or select another current enterprise then plan and carry out research examining the factors that affect its continued survival. Using this research, prepare a written report that explains analyses and evaluates the impact of product life cycle on an enterprise's resource requirements. You will need to consider the management of physical and human resources and any relevant legal implications for employment. You will also need to take into account the impact of technology, competition and market trends for the sector within which it operates. The report will be comprehensive, professionally presented, with a logical structure and will be well written making use of the correct business and financial terminology.
Checklist of evidence required	An individual written report A research log

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
5/A.D1	Evaluate how the stages of the product life cycle may impact on the resource requirements of an enterprise.
5/A.M1	Analyse the implications for an enterprise of utilising technology and employing human resources.
5/A.P1	Explain how technology can support the growth of an enterprise.

5/A.P2	Explain the legal implications involved in the management of human resources for an enterprise.

Task 2	From the scenario above it is evident that, as an enterprise, EasyJet has not only survived but has grown as well. This is reflected in some of the figures quoted and the comments made. Looking at the example of EasyJet or another enterprise that you have researched, you need to carry out some further investigation in order to prepare a report that explores and explains the range of indicators that an enterprise would use as measures of growth. Your report should include an evaluation of the relative performance of enterprises using a range of growth indicators. You will need to consider some financial and non-financial measures of growth, the relative importance of the measures used and you need to make some comparisons with other enterprises that operate in the same market. The report will be comprehensive, professionally presented, with a logical structure and will be well written making use of the correct business and financial terminology.
Checklist of evidence required	An individual written report A research log

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
5/B.D2	Evaluate the relative performance of enterprises using a range of growth indicators.
5/B.M2	Analyse the relative importance of measures applied to the growth of enterprises.
5/B.P3	Explain the financial performance indicators which can be used to measure the growth of an enterprise.
5/B.P4	Explore the non-financial measures which can be used to assess the growth of an enterprise.

Sources of information to support you with this Assignment	www.directedcreativity.com www.peterjones.tv Green J – Starting your own business (How To Books; 6th Revised edition, edition (22 Jun. 2010)) **ISBN-13:** 978-1845284206
Other assessment materials attached to this Assignment Brief	*eg, work sheets, risk assessments, case study*